

## Pelican Snoballs of Surf City

### Background

Pelican Snoballs of Surf City is a shaved ice shop in Surf City, NC. The challenge was that they were opening a new location after the COVID-19 shutdown was lifted. A competitor had signed the lease for their previous location.

### Objective

The objective was to make sure existing and new customers knew of the new location.

### Strategy

Use high-traffic poster locations to build awareness of the location change.

### Plan Details

Market: Surf City, NC

Flight Dates: May 29, 2020 - September 17, 2020

OOH Formats: Posters

Budget: under \$10,000

### Results

The campaign increased sales approximately 35 percent over 2019. The client attributes much of this success to Out Of Home presence which guided vacationers who had never been to the area to their store instead of competitors which are located in more visible locations.

